



Value Proposition Template Description

The Value Proposition reemphasizes the objectives of the project, documents the measures of success that allow the organization to quantitatively measure progress, and lists the opportunities and quantitative value of each opportunity. In addition to these items, the team should include a preliminary timeline that outlines the sequence of potential programs within the project. In the final section, called the action plan, the project team highlights quick win opportunities and recommends next steps. Depending on the situation, the sponsor may want to highlight quick wins to help build momentum, prefer to focus on next steps to address longer term opportunities, or need to have both mentioned in the action plan.

The Value Proposition to be used by the project team to communicate to the sponsoring organization the quantifiable value associated with the project. It is developed early on in the Organize IPT phase.

Project Objectives

Identify the objectives of the project.

Measures of Success

Document the measures of success that allow the organization to quantitatively measure progress

Opportunities

Identify the opportunities created by the project.

Quantitative Value

Indicate the quantitative value of each opportunity by potential programs.

Value Derived

Include a short description of the value derived.

Timeline

Provide a preliminary timeline which outlines the sequence of high level tasks within the project. This should be a pictorial view that follows after the table.

Action Plan

Highlight quick win opportunities and recommend next steps. Depending on the situation, the sponsor, may want to highlight quick wins to help build momentum, prefer to focus on next steps to address longer term opportunities, or need to have both mentioned in the action plan.



Value Proposition Template

IPT Name:		
Deliverable Name: Value Proposition Template		Date Completed:
Contact Information		
	Name	Channel Unit
IPT Sponsor		
Channel Task Manager		
CIO Task Manager		
Contractor Task Manager		
Task Order Number:		

Value Proposition Template

Objectives of the Project	Measures of Success	Opportunities	Quantitative Value	Value Derived

Timeline:

Action Plan: